

A photograph of the Los Angeles skyline at night, featuring several illuminated skyscrapers and the Music Center building. The scene is reflected in a body of water in the foreground. The text "Los Angeles Study Tour" is overlaid in white serif font.

Los Angeles Study Tour

May 18th – May 22nd

LOS ANGELES

- The largest manufacturing area in the western U.S. and home to many top designers, Los Angeles ranks as a global fashion center.
- Add to that the goods streaming into the Los Angeles and Long Beach ports — the fifth busiest shipping complex in the world — and you've got the ingredients for a world-class shopping spree.

Day One

Melrose Av



Melrose Ave.

Between San Vicente and La Brea Ave.

- Since the early '80s, the stretch of Melrose between Fairfax and La Brea avenues has defined hip shopping in Los Angeles.
- The storefronts alone are works of pop art, and the approximately dozen blocks are still packed with hipsters trying to score the latest cool attire.
- Check out Red Balls and Slow for great clothing.
- Aardvark's and Wasteland specialize in secondhand items.



Melrose Ave.

- On west side of Fairfax Avenue, Melrose has emerged as a high-end paradise.
- Stores such as Miu Miu, the legendary Fred Segal, Costume National, and Forinara all have made it a deserving alternative to the Robertson Boulevard experience.
- Everything from lingerie at Agent Provocateur to great home accessories at designer Jonathan Adler's store round out this definitive L.A. shopping experience.



Robertson Blvd

Between Beverly Blvd. and Third St.

- This small street could be seen as a diorama for hip Los Angeles.
- Featuring the exclusiveness of Beverly Hills and the cutting-edge cool of Melrose, this small stretch is where Hollywood hipsters shop.
- There are Curve's modern edgy outfits, high-end Maxfield's discount outlet, Maxfield Blue, an Industry MAC store, and a shimmering Giorgio Armani Home store.



Maxfield

Maxfield is particularly devoted to avant-garde fashion, which says a lot about the clientele. Mary-Kate Olsen declared that this was her favorite store in LA; one of her purchases was a long, one-of-a-kind coat. Maxfield stocks clothes and furniture that you will rarely find elsewhere. A little inside scoop that you may not have known: the store owner's son is designer James Perse.



Robertson Blvd

- Slip into some Hogan shoes, or grab a gift at trendy Kitson, which has items for everyone from 6 months to 60.
- This is also the place to spot celebrities, usually noshing at the Ivy, one of the best restaurants in the city, or the Newsroom Café across the street in a building housing New Line Pictures.



Day Two

LA FASHION DISTRICT



Downtown/Santee Alley

Between Santee and Maple and Olympic Blvd. and 12th St.

- The fashion district of L.A. is phenomenal with its energy and style.
- Showrooms and fabric markets are abundant and offer the latest trends
- Santee Alley is a bargain hunter's paradise featuring designer shoes and clothing at really low prices.



LA FASHION DISTRICT



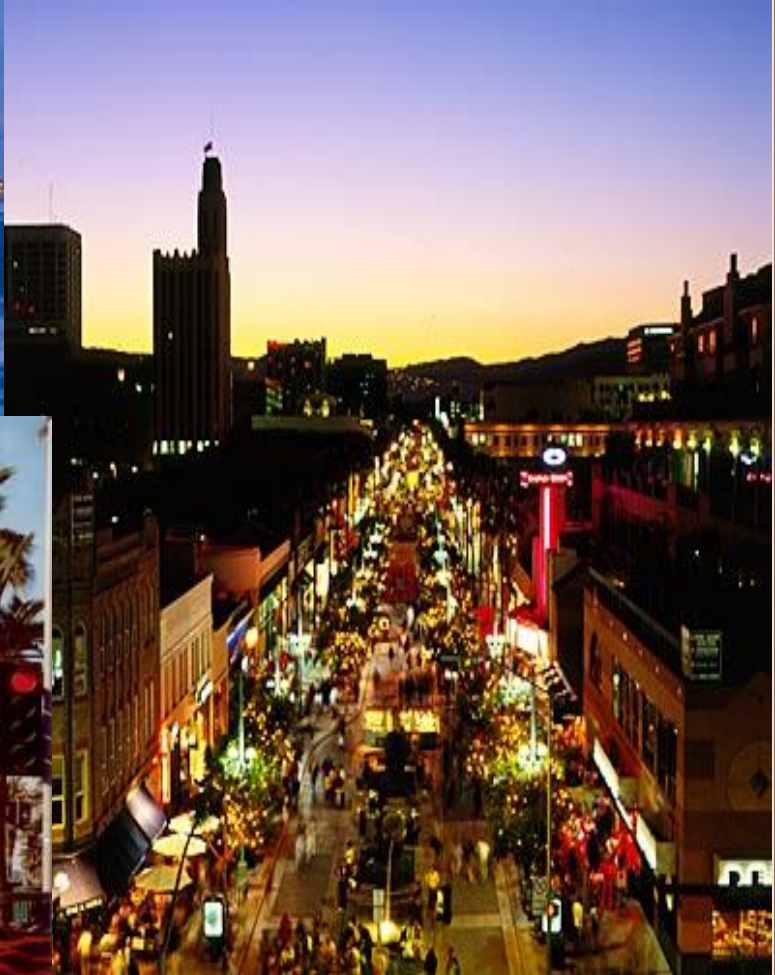
LA FASHION DISTRICT



LA FASHION DISTRICT



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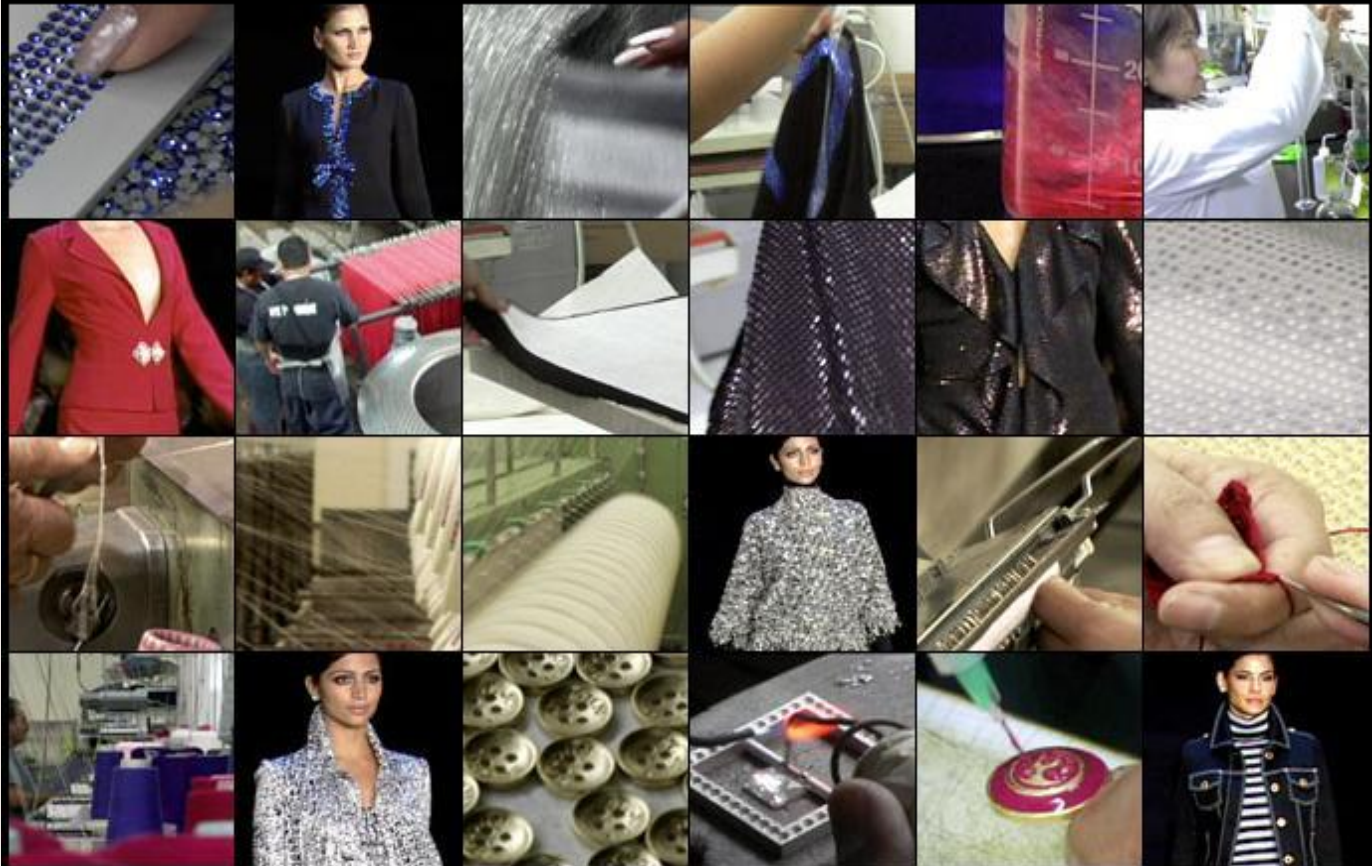


Day Three

- Fashion Production



CRAFTSMANSHIP



Since 1962, St. John has been renowned for creating elegant, versatile designs of impeccable quality. From shimmering paillettes to hand-placed crystal mezzos, producing a St. John garment requires expert skill paired with the latest technology. Using the finest wool, a trademark spinning process and custom dyes, St. John creates luxury fashion with legendary style.



Day Four: The Golden Triangle



Rodeo Drive/The Golden Triangle

- Santa Monica Boulevard, Wilshire Boulevard and Canon Drive
- At its center is the renowned Rodeo Drive. It is the street on which Julia Roberts had her shopping spree in "Pretty Woman."
- It is the street that sports designer stores such as Tiffany's, Cartier, Chanel, Bally, Gucci and other well-heeled notables.



Rodeo Drive

- On nearby Wilshire Blvd., there is the Regent Beverly Wilshire (seen in "Beverly Hills Cop"), Niketown, Barneys, and, Saks Fifth Avenue.
- Throughout the Triangle, you will see a curious collection of nouveau riche types sauntering about that will make you feel like you're watching an episode of "Lifestyles of the Rich & Famous: The Reality Show."



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Beverly Blvd.

Between Martel Ave. and La Brea Ave.

- A quieter, more sophisticated cousin to its northern neighbor Melrose, this sleepy street features an eclectic array of stores.
- Stores include Beige, one of the best boutiques in the city, the men's store K. Bond, and Naked, which features exclusive selections from European designers.
- Erewhon is an upscale health food store whose deli has great food served by extremely rude food jockeys. From the "Only in L.A." file, at Fifi and Romeo you can buy matching sweaters for you and your dog.

Beverly Center

- For more compact browsing, there's the old-school Beverly Center, a three-story mall anchored by Bloomingdale's and Macy's, and the Grove, mall king Rick Caruso's village-style outdoor shopping center.



Paramount Studios Tour



Day Five

Los Angeles Finale

